

FIG. 1

DATA RECORD A	
START INDICATOR	710a
RECORD ID #	710b
PROMOTION IDENTIFICATION #	710c
PRODUCT	710d
TIME	710e
SOURCE	710f
VALUE	710g
END INDICATOR	710h

← 710

FIG. 3a

DATA RECORD B	
START INDICATOR	720a
RECORD ID #	720b
CONSUMER NAME	720c
ID INFO 1	720d
ID INFO 2	720e
ID INFO N	720f
CONSUMER INFO	720g
END INDICATOR	720h

← 720

FIG. 3b

DATA RECORD C	
START INDICATOR	730a
RECORD ID #	730b
CONSUMER NAME	730c
PROMOTION IDENTIFICATION #	730d
PROMOTION VALUE	730e
PRODUCT VALUE	730f
EXERCISE DATE	730g
EXERCISE LOCATION	730h
EXERCISE INFO N	730i
END INDICATOR	730j

← 730

FIG. 4a

DATA RECORD D	
START INDICATOR	740a
RECORD ID #	740b
CONSUMER NAME	740c
DEMOGRAPHIC INFO 1	740d
DEMOGRAPHIC INFO 2	740e
DEMOGRAPHIC INFO 3	740f
DEMOGRAPHIC INFO N	740g
END INDICATOR	740h

← 740

FIG. 4b

DATA RECORD E	
START INDICATOR	750a
RECORD ID #	750b
CONSUMER NAME	750c
PURCHASE INFO 1	750d
PURCHASE INFO 2	750e
PURCHASE INFO 3	750f
PURCHASE INFO N	750g
END INDICATOR	750h

← 750

FIG. 5a

DATA RECORD E	
START INDICATOR	760a
RECORD ID #	760b
ANALYSIS TOOL 1	760c
ANALYSIS TOOL 2	760d
ANALYSIS TOOL 3	760e
ANALYSIS TOOL N	760f
END INDICATOR	760g

← 760

FIG. 5b

RECORD ID #	CONSUMER NAME OR ID#	PROMOTION IDENTIFICATION #	PROMOTION VALUE	PRODUCT VALUE (\$)	EXERCISE DATE	EXERCISE LOCATION	EXERCISE INFO N
10007	STEARNS, J.	COKE44B	0.15	1.20	07-02-2000	3429	6
10006	MAZZILI, L.	PEPSI63A	FREE	0.55	07-02-2000	9467	9
10005	HARRELSON, B.	PEPSI56A	0.15	1.19	07-01-2000	1223	2
10004	SEAUER, T.	PEPSI59A	0.25	3.21	07-01-2000	2232	3
10003	KOOSMAN, J.	COKE44A	0.30	3.33	07-01-2000	7401	4
10002	KRANEPOOL, E.	PEPSI59A	0.25	2.79	07-01-2000	4442	14
10001	STAUB, R.	RC101	0.25	3.10	06-29-2000	9797	1
10000	MAZZILI, L.	PEPSI59A	0.25	3.41	06-29-2000	9467	5
09999	MAZZILI, L.	PEPSI60A	1.00	6.21	06-29-2000	9467	4
09998	STEARNS, J.	COKE40A	0.25	0.95	06-28-2000	1054	1
09997	STEARNS, J.	COKE44A	0.30	3.33	06-28-2000	1054	4
09996	KOOSMAN, J.	COKE43F	FREE	0.55	06-28-2000	7401	1
09995	KRANEPOOL, E.	COKE44A	0.30	2.40	06-28-2000	7644	12
...

FIG. 6

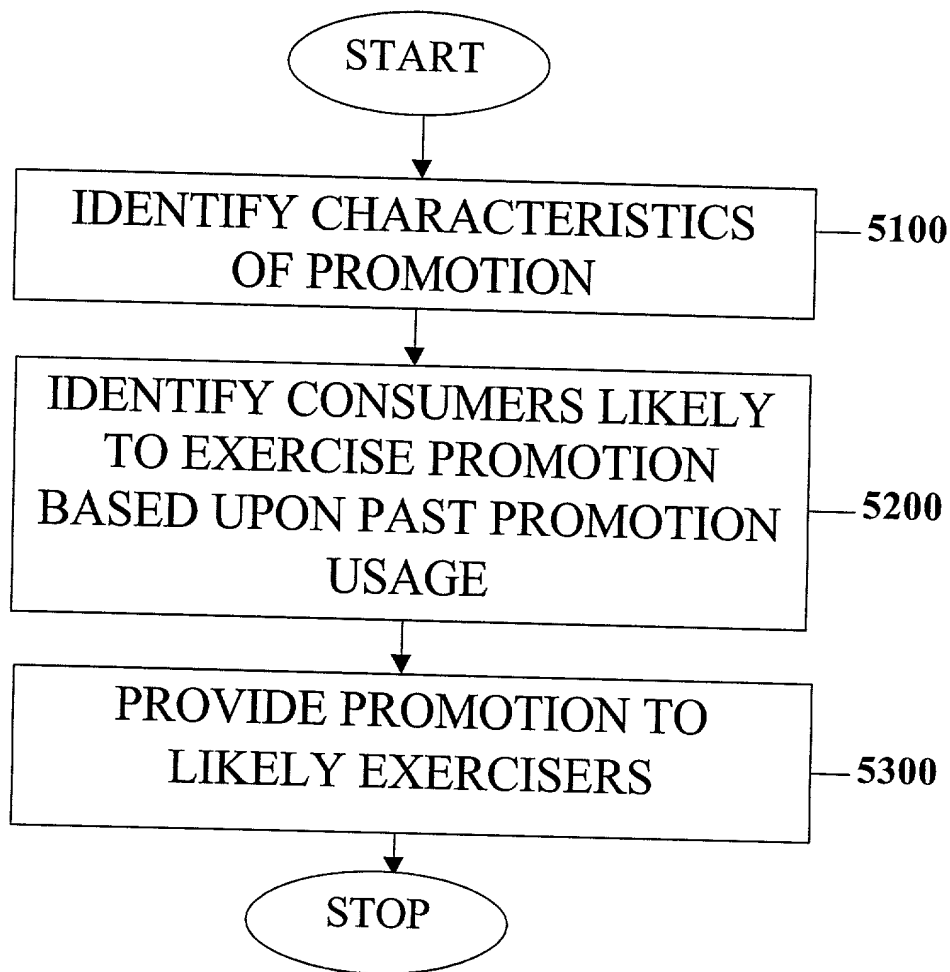


FIG. 7

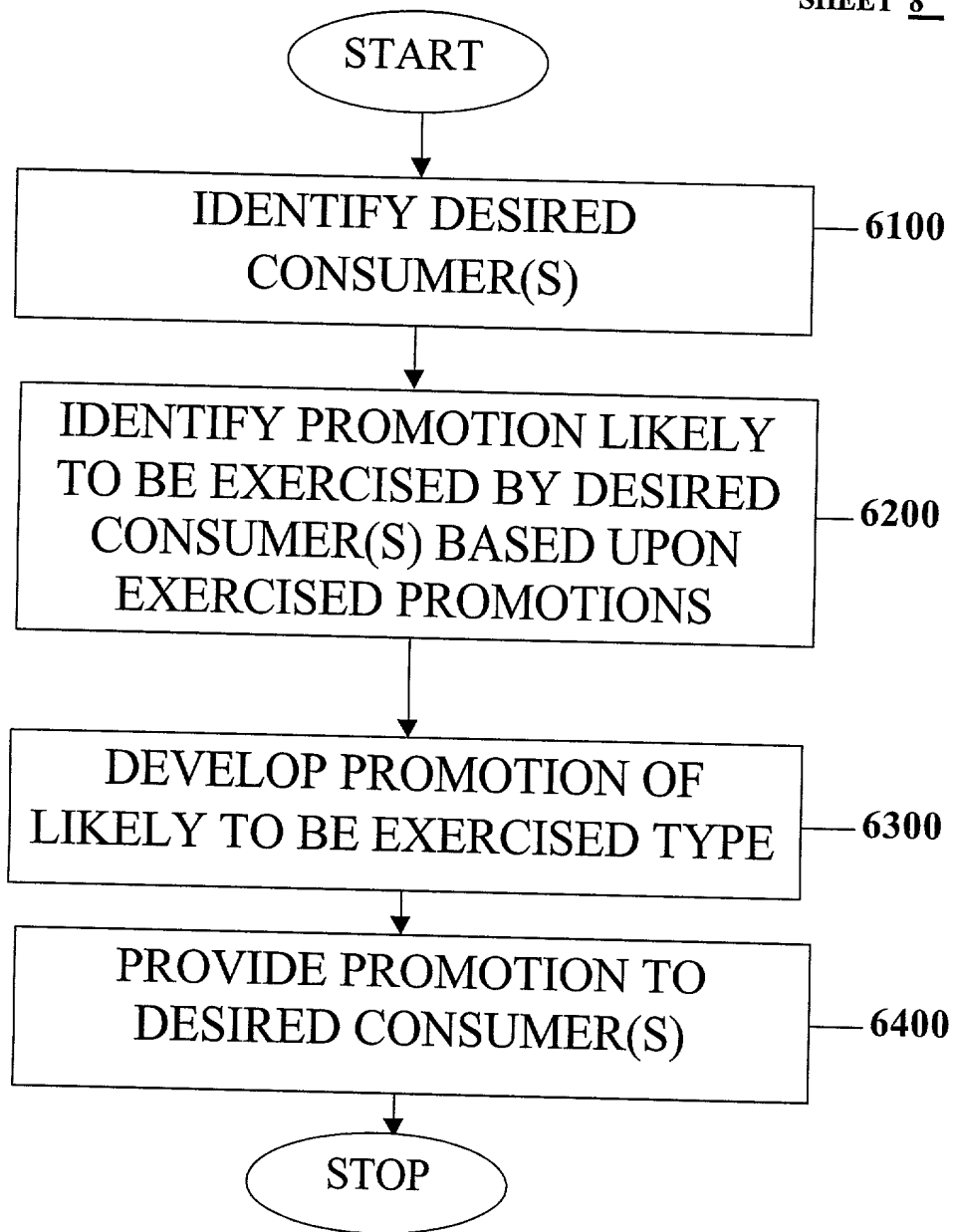


FIG. 8

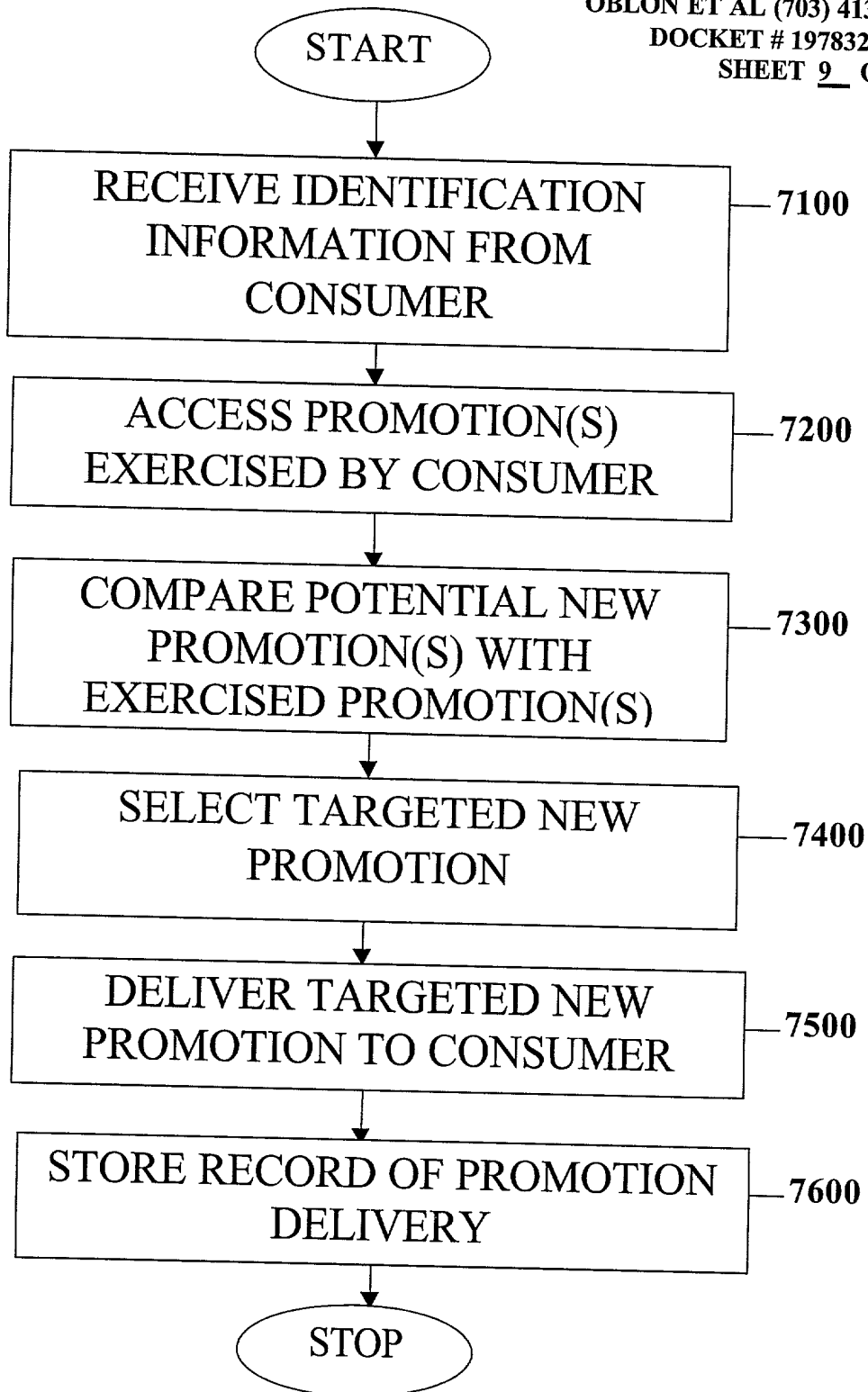


FIG. 9

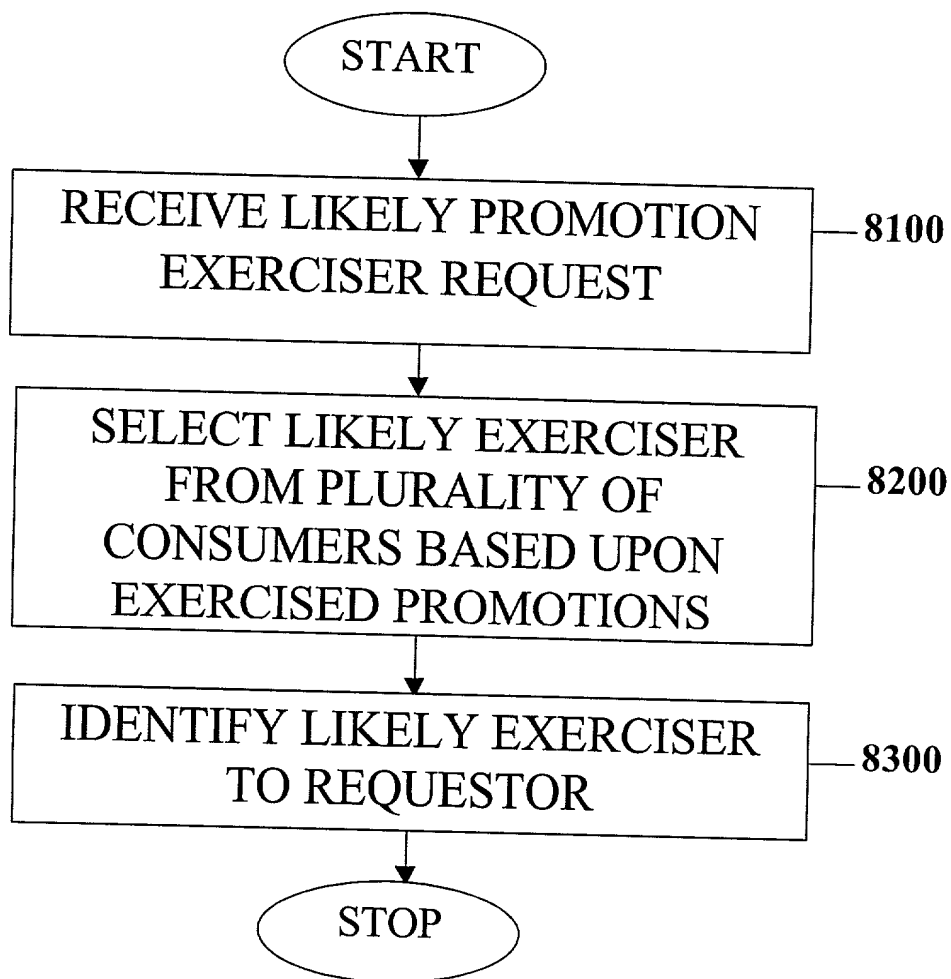


FIG. 10

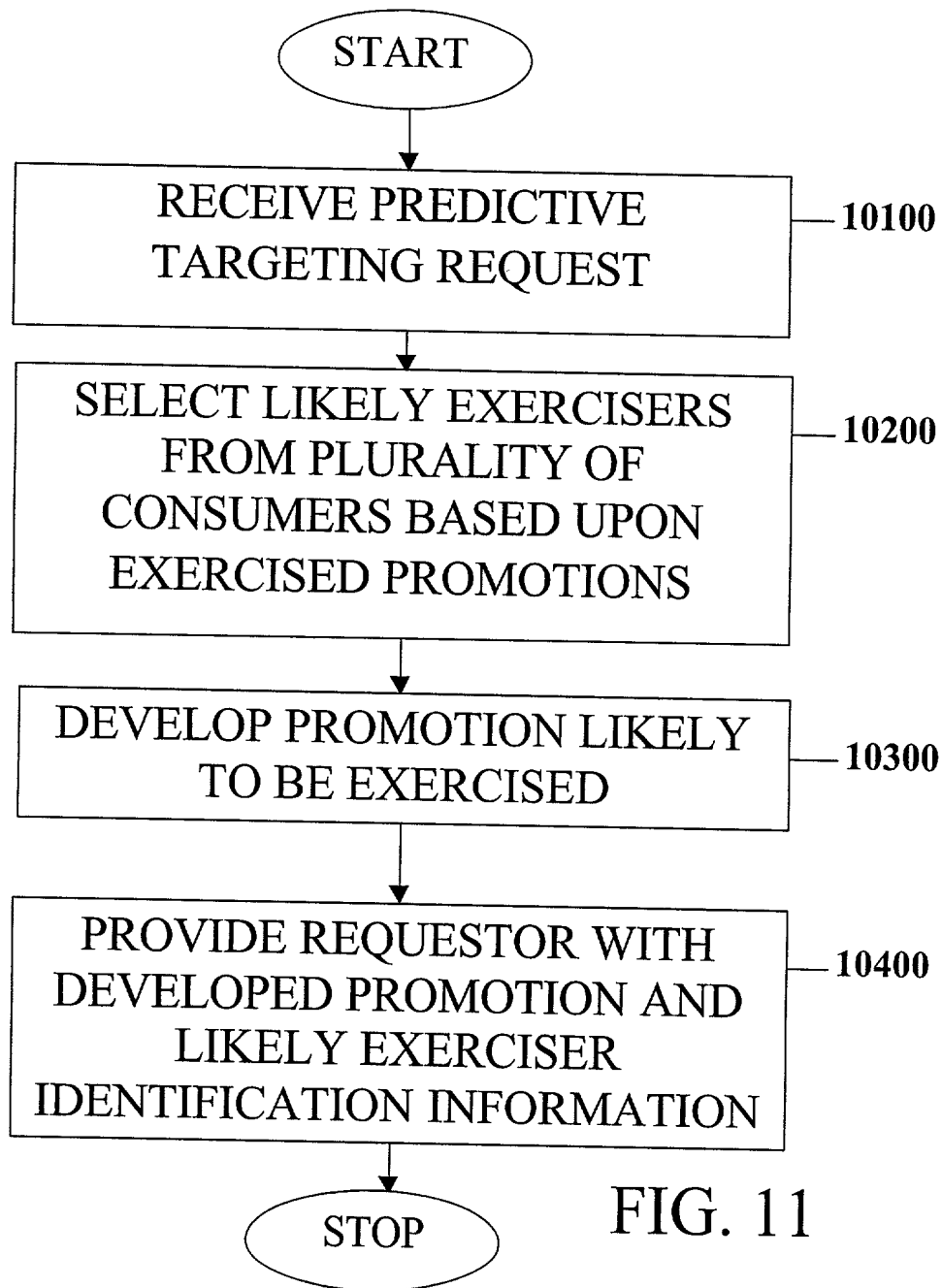


FIG. 11

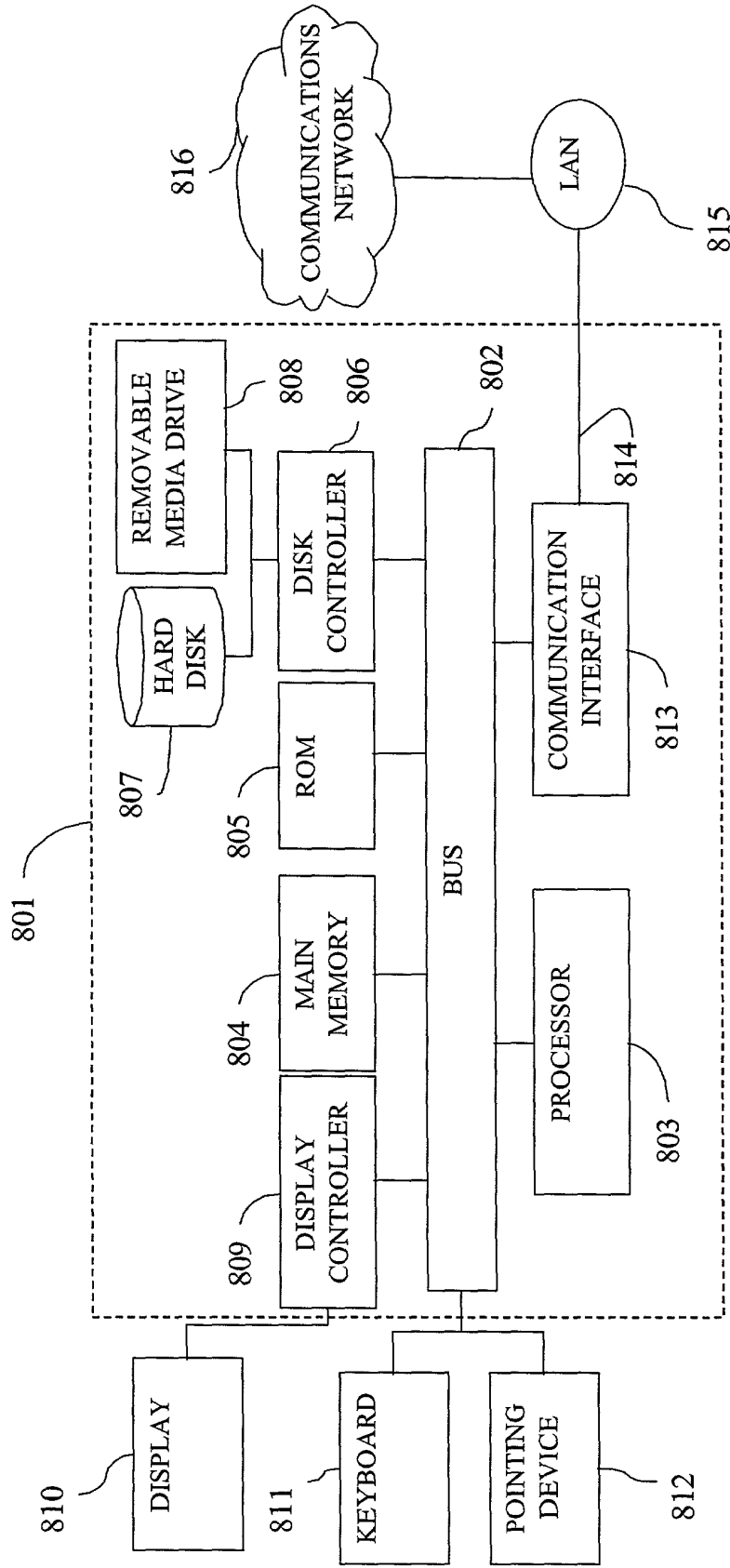


FIG. 12